

Chapter content

HL content is in red.

HL and SL content is in black.

Topic 1 Business organisation and environment

- 1 The nature of business activity
- 2 Types of organisation
- 3 Organisational objectives
- 4 Stakeholders
- 5 External environment
- 6 Organisational planning tools
- 7 Growth and evolution
- 8 **Change and the management of change**
- 9 Globalisation

Topic 2 Human resources

- 10 Human resource planning
- 11 Organisational structure
- 12 Communication
- 13 Leadership and management
- 14 Motivation
- 15 **Organisational and corporate cultures**
- 16 **Employer and employee relations**
- 17 **Crisis management and contingency planning**

Topic 3 Accounts and finance

- 18 Sources of finance
- 19 Investment appraisal
- 20 Working capital
- 21 **Budgeting**
- 22 Financial accounts
- 23 Ratio analysis

Topic 4 Marketing

- 24 The role of marketing
- 25 Marketing planning

- 26 Product
- 27 Price
- 28 Promotion and place (distribution)
- 29 International marketing and e-commerce

Topic 5 Operations management

- 30 Production methods
- 31 Costs and revenues
- 32 Break-even analysis
- 33 Quality assurance
- 34 Location
- 35 Innovation
- 36 Production planning
- 37 Project management

Topic 6 Business strategy

- 38 Business strategy